

CHAPTER I

INTRODUCTION

This chapter reveals the background of study, the problem of identification, the research question, the purpose of study, the scope and the significance of the study.

1.1. Background of the Study

Rhetorical devices have been perceived as one of the persuasive tool in writing. Aristoteles had defined rhetorical device as the art of discovering all the available means of persuasion in any given case. He added that rhetoric is more or less the strategies, maneuvers, and the tactics one uses when engaging in persuasive communication, with the intent of influencing others towards a particular position (Chetia, 2015). Rhetorical devices commonly used in several editorial aiming to persuade readers. Editorial is a persuasive nature aiming to convince readers to undertake several types of action, or to change their attitudes toward the topic being discussed (Farrokhi, 2015). Fartousi & Dumanig (2012, p. 488) argued that editorials can become a writing material in institutional curriculums, to teach students the technique of persuasive writing through the effective use of rhetoric. They also added that the influence of rhetoric on writing helps students know the function and purpose of the persuasive devices.

As the function of rhetorical devices to persuade people, rhetorical devices usually appear in editorial in newspapers. A newspaper editorial defined as an article in a newspaper that gives the opinion of the editor on a topic or item of news (Sinclair, 2015). As Weintraut (2015) stated that editorial writers build on an argument and try to persuade readers. The function of editorial in newspapers is to influence public opinion, promote critical thinking and sometimes cause people to take action on the issue. Editorial in newspapers has four functions, and each types has they own role in persuading the reader. They are to explain or interpret, to criticize, to persuade and to praise. Editorial in newspapers may be the authentic learning sources in tourism vocational high school. In this school, students are expected to write an editorial to promote tourism destinations.

According to Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor 70 Tahun 2013 Tentang Kerangka Dasar dan Struktur Kurikulum SMK/MAK Mata Pelajaran Bahasa Inggris, stated that:

Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK) in Kompetensi Dasar 4.10 kelas X “menyusun teks deskriptif lisan dan tulis sederhana, tentang orang, tempat wisata, dan bangunan bersejarah terkenal, dengan memperhatikan fungsi social, struktur teks dan unsur kebahasaan yang benar dan sesuai konteks”.

According to this, students are expected to describe several tourism destination, people and also heritage buildings. This kind of activity can lead students to explore knowledge on describing place and people and

make it into an editorial or advertisement, because the core objective of editorial is to explain or interpret, to criticize, to persuade and to praise.

Moreover, in *Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 4.9 kelas XI* stated that “*menangkap makna teks prosedur, lisan dan tulis, dan kiat-kita (tips)*”.

Students are expected to recognize the learning material about procedure text both writing and speaking, and also about tips.

In the previous study about rhetorical devices and newspaper editorials, the focus was on types of rhetorical devices only, not specifically in tourism editorial. According to Chetia (2015, p. 980), there are eight types of rhetorical devices; simile, personification, metaphor, hypophora, epizeuxis, hyperbole, parallelism, and pun. On the other hand, Farrokhi (2015, p. 157) stated that an editorial is considered as a part of newspapers that gives the opinion of the editor on news topics. Editorials can be used in teaching and learning activities as teaching materials to develop students' language skills.

This study is qualitative studies that use content analysis as the method to analyze the rhetorical devices in tourism editorial in newspapers. Data will be collected in the form of types of rhetorical devices in tourism editorial from newspapers, focusing on *The Jakarta Post* newspapers.

1.2. Problems Identification

McQuarrie (1996, p. 424-438) differentiate the types of rhetorical devices in four types, and then break it down into several types; (1) Repetition; sound (rhyme, chime, and assonance and alliteration), word (anaphora, epistrophe, epanalepsis and anadiplosis), and phrase structure (parison.) (2) Reversal; syntax (antimetabole) and semantic (antithesis), (3) Substitution; claim extremity (hyperbole), assertive force (rhetorical question and epanorthosis), presence or absence (ellipsis), and center or periphery (metonym), (4) Destabilization; similarity (metaphor), pun (homonym, antanaclassis, syllepsis, and resonance), and opposition (paradox and irony).

Those types already identified the figure of rhetorical devices in the form of advertising. This study will use editorial in newspapers as the sources of data to identify the rhetorical devices.

According to *Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 4.10 kelas X* “*menyusun teks deskriptif lisan dan tulis sederhana, tentang orang, tempat wisata, dan bangunan bersejarah terkenal, dengan memperhatikan fungsi social, struktur teks dan unsur kebahasaan yang benar dan sesuai konteks*”.

Based on the core competence above about the urgency of making such descriptive text about human, tourism destination and heritage places in order to promote tourism destination, students in tourism vocational high school should have a good understanding about how to write tourism editorials using rhetorical devices. Therefore, the focus of this research aimed to identify in different types of rhetorical devices like what have

been exist in the previous study. The study is about rhetorical devices in tourism editorial in *The Jakarta Post* newspapers for students in tourism vocational high school.

1.3. Research Question

Based on the background study, the research question is:

1. What types of rhetorical devices mostly appeared in tourism editorial in *The Jakarta Post* newspapers?

1.4. Purpose of the study

This study investigates the rhetorical devices which used in tourism editorials, focuses on *The Jakarta Post* newspapers. This result can be used for students in tourism vocational high school to achieve the *Kompetensi Inti and Kompetensi Dasar* when they have to make a descriptive writing in order to promote some tourism destination. Hence, the students can improve they ability to make the tourism editorial that can be useful for them in the future.

For the tourism, it can be a tool to build an image of the tourism destination itself. Also, by reviewing the tourism and travel editorials in newspapers, it can increase the knowledge about the local and general tourism destination.

1.5. Scope of the study

This study will be limited on finding the types rhetorical devices in tourism editorial, in this case, the material that will be identified focus only on newspapers. All the data of tourism editorials are taken from *The Jakarta Post* newspapers. The range of edition is from January to June 2016.

1.6. Significance of the study

This study is expected to enrich the research finding in using rhetorical devices, especially in editorials. In addition, the result of this study will give information about rhetorical devices which used in tourism editorial in *The Jakarta Post* newspapers. The different rhetorical devices which used in several types of editorials may enrich the knowledge of the students to write editorial in persuasive way. This will be useful for the tourism vocational high school to improve they ability to write descriptive persuasive writing in the form of editorial to promote the tourism destination.

CHAPTER II

LITERATURE REVIEW

This chapter consists of discussions related to issues of this study includes definition of rhetorical devices, types of rhetorical devices, and the impact of rhetorical devices in advertisement. It also discusses newspapers and editorial of newspapers. Moreover, it also entails the discussion of definition of tourism and the impact of tourism, Further, this chapter also discuss about the tourism vocational high school and core and basic competences in English for tourism competences.

2.1. Rhetorical Devices

Rhetoric is one of the most powerful tools that have been widely used in communication practices on a global scale. Rhetoric can be defined as “the art or discipline that deals with the use of discourse, either spoken or written, to inform or persuade or move an audience, whether that audience is made up of a single person or a group of persons.” (Eid, 2012). Rhetoric is a science of studying language art. It chooses appropriate language method and expressing way chiefly according to communicating contents and language settings, etc. (Xu, 2008). In his first book, Aristotle has defined rhetorical as the art of discovering all the available means of persuasion in any given case. He added that rhetorical devices serve as a tool to lend beauty, variety, vividness, force, and power

to the language. In different term, several researchers defined rhetorical devices as rhetorical figures.

Furthermore, Hu (2002) defined rhetoric as the art of effective communication in speaking and writing. In Longman Advanced American Dictionary (Longman, 2007, p. 1756), it is stated as the art of speaking or writing to persuade or influence people, and the function of rhetoric is to express ideas and communicate effectively in order to secure a desired result (Tan, 2006, p. 4). Both terminologies have the same definition, but only has different name. Quinn (1993) in his book defined that rhetorical figures are “intended deviation from ordinary usage”. Also, Corbett (1999) explained that using rhetorical figures is one way to “strike that happy balance between ‘the obvious and the obscure’”, so that audiences can grasp the ideas and be disposed to accept the arguments. Rhetoric is a set of mental and emotional energies passed on from a speaker or writer to an audience or reader through a speech or text (Kennedy, 1998).

2.1.1. Types of Rhetorical Devices

There are several types of rhetorical devices that can be used in editorial. Every researcher has different types in mentioning the rhetorical devices types. According to Chetia (2015, p. 980), there are eight types of rhetorical devices; simile, personification, metaphor, hypophora, epizeuxis, hyperbole, parallelism, and pun. Different with Chetia, McQuirrie (1996, p. 424-438) differentiate the types of rhetorical devices

in four types, and then break it down into several types; (1) Repetition (combines multiple instances of some elements of the expression); sound (rhyme, chime, and assonance and alliteration), word (anaphora, epistrophe, epanalepsis and anadiplosis), and phrase structure (parison.) (2) Reversal (combine several elements that are mirror images of one another in an expression); syntax (antimetabole) and semantic (antithesis), (3) Substitution (select an expression that requires an adjustment by the message recipient in order to grasp the intended content.); claim extremity (hyperbole), assertive force (rhetorical question and epanorthosis), presence or absence (ellipsis), and center or periphery (metonym), (4) Destabilization (selects an expression such that the initial context renders its meaning indeterminate.); similarity (metaphor), pun (homonym, antanaclasis, syllepsis, and resonance), and opposition (paradox and irony).

Moreover, as cited from Alfaki (2015, p. 30) there are 24 example of rhetorical devices in writing; alliteration, allusion, amplification, analogy, anaphora, antanagoge, antimetabole, antiphrasis, antithesis, appositive, enumeration, epanalepsis, epithet, epizeuxis, hyperbole, litotes, metanoia, metaphor, metonymy, onomatopoeia, oxymoron, parallelism, simile and understatement. Rong (2012, p. 105) argued that rhetorical devices in three features. The first is rhythmic features, which divided into five devices; alliteration, assonance, consonance, single rhyme and eagle rhyme. The second is syntactic features which divided into seven devices;

contrast, parallelism, repetition, regression, anadiplosis, ellipsis and rhetorical question. The last is lexical features, which divided into ten devices; simile, metaphor, metonymy, synecdoche, personification, paradox, allusion, hyperbole, understatement and irony.

Furthermore, Mick (1993, p. 309) argued that rhetorical devices can be classified into four types, with two other types which is not belongs to the classified types. There are repetition, wordplay, indirection, and substitution. To begin with, in repetition there are six types; alliteration, assonance, anaphora, epistrophe, anadiplosis, and epanalepsis, and the other scheme of repetition, there are parison, antithesis, and antimetabole. Next is wordplay, with three types of it, pun, antanaclasis, and syllepsis. In indirection, there are five types; rhetorical question, irony, hyperbole, litotes, and periphrasis. The last is substitution, with four types of it; there are metaphor, metonym, simile, and personification. The other tropes which not belong to the four types are anthimeria, oxymoron, and paradox.

All researches have different terminology to mention the types of rhetorical devices, but actually those types are the same in the meaning. Chetia (2015, p. 980) and Alfaki (2015, p. 30) did not state the types by classifying each type first, but McQuirrie (1996, p. 424-438), Rong (2012, p. 105) and Mick (1993, p. 309) classifying each types into several part. That part is based on the sound and pattern.

2.1.2. The Impact of Rhetorical Devices

Rhetoric plays a very important role in tourism editorials. Rhetorical devices are devices or strategies used by authors to achieve specific rhetorical goals. These devices show themselves as powerful tools of persuasion throughout written texts one of which is newspaper editorials (McQuarrie, 1996). According to Peebles (2003, p. 27) rhetoric can be defined as an ability, in each particular case, to see the available means of persuasion. Moreover, he added that rhetoric is useful because the true and the just by nature stronger than their opposites, so if judgments are not made in the right way are necessarily defeated. McQuarrie (1996, p. 424) stated that when persuasion is the overriding goal, the perspective of rhetorical suggests that the manner in which a statement is express ad may be more important than its propositional content.

Gail & Anmarie (1999, p. 39) argued the use of rhetorical devices is to compare those adverts without rhetorical devices, adverts that contain rhetorical devices proved more effective compared to those that do not. Advertisements that make use of rhetorical devices showed superior recall and superior persuasion. They also revealed that one of the most effective persuasive methods is rhetorical devices. Furthermore, rhetoric gives a system for identifying the most effective form of expression in any given case. Specifically, a rhetorical approach to advertising language rests on three premises; (1) the variation in the style of advertising language, in

particular the presence of rhetorical figures, can be expected to have important consequences for how the ad is processed, (2) These consequences can in turn be derived from the formal properties of the rhetorical figures themselves and (3) these formal properties are systematically interrelated.

Rhetorical devices can help writer to reach the goal of persuasive in writing, and for the students, it can be a tool to help them in writing a persuasive descriptive text in order to achieve the *Kompetensi Inti* and *Kompetensi Dasar*. In line, Halliday and Hasan (1989) argued that rhetorical devices can help students in writing to involuntarily grow conscious of the persuasive purposes, sharpen their critical thinking and rhetorical devices will give the power to not easily say yes to an argumentative written discourse.

2.2. Newspapers

Newspapers provide the basis of most of our political and social knowledge and play a huge role in our daily life. Bell (1991) stated that newspaper text includes three major categories; service information, opinion and news. The service information category includes lists such as sport results, television programs, share prices and weather forecasts. News or news reports give information about the latest news events and are considered as the predominant text type in newspaper discourse. Opinions are texts presenting the newspaper's own views on an issue.

Everybody can read newspapers reasonably, and almost daily. There is little limitation on advertising size; there is black and white, spot color, full color. Through preprinted insert, there is an endless variety of shapes, paper stocks, and printing methods. Newspapers have essential features that have traditionally set them apart from other media, they are; (1) newspapers are a mass medium, piercing every segment of society, (2) newspapers are a local medium, covering a specific geographic area, (3) newspapers are comprehensive in scope, covering the uncommon variety of topics and interests, (4) newspapers are read selectively as readers search for what is personally interesting and useful, (5) newspaper are timely since they are primarily devoted to the news, (6) newspaper readership is concentrated in time. Virtually all the reading of a particular day's paper is done a day, and (7) newspapers represent a permanent record that people can use actively. Advertisements and articles are often saved for permanent reference (Bovee, 1982).

According to Wells (1989, p. 233-234), newspapers has several advantages and disadvantages. To begin with, there are five advantages of newspapers; (1) advertisers can reach local or regional markets, specific interest groups, and ethnic groups in a cost-efficient manner, (2) consumers use newspapers for comparison shopping, so they are especially useful for advertisers that have products with an evident competitive advantages, (3) commonly, readers perceive newspapers, including the advertisements, to be current and credible information

sources, (4) newspapers offer geographic flexibility, because newspapers offer unusual ad sizes, full-color ads, free-standing inserts, different prices in different areas, sample products, and supplements, (5) newspapers provide a bridge between the national advertiser and the local retailer.

Beside the advantages, newspapers also have several disadvantages. There are also five disadvantages of newspapers; (1) the life span of the ad is limited, because people tend to read newspaper quickly and only once, (2) most newspapers are cluttered with ads, it makes the information overload and reduces the effect of any single advertisement, (3) newspapers have limited coverage of certain groups, and often cannot provide total market coverage for national advertisers. It because of cost and the fact that there are a few national newspapers, (4) the quality of newspapers is poor, especially for color advertisements.

2.3. Editorial in Newspaper

A newspaper editorial defined as an article in a newspaper that gives the opinion of the editor on a topic or item of news (Sinclair, 2015). According to Van Dijk (2005), newspaper editorial articles are generally concerned as the large class of opinion discourse which is considered a newspaper subgenre these days. Newspaper editorials have excessively been analyzed in a systematic and explicit way. The structure of editorials is different from that of the news reports people refer to. Their limited length is between 200 and 500 words and they are located at a fix place in

the newspaper. In terms of topic, they revolve around cultural, health, socio-political, economic, education and some other issues. Editorials more or less have been a subject of investigation by several researchers.

In line with Sinclair, Weintraut (2015) argued that an editorial is an article which presents the newspapers' opinion about an issue. Editorial writers build on an argument and try to persuade readers. The function of editorial is to influence public opinion, promote critical thinking and sometimes cause people to take action on the issue. Furthermore, editorial is a persuasive nature aiming to convince readers to undertake a certain type of action, or to change attitudes toward the topic being discussed. An editorial is considered as a part of newspapers that gives the opinion of the editor on news topics. Editorials can be used in teaching and learning activities as teaching materials to develop students' language skills (Farrokhi, 2015).

According to van Dijk (1995) editorials are the right place for the expressions of newspaper ideologies and opinions. Editorials are useful genre which can be engaged in the teaching and learning of English language. Such writing requires learners to notice the persuasive tools which used in forming opinions. He added that editorial is everyday texts which are often taken for granted even though they are rich with various communicative functions. Halliday and Hasan (1989, p. 448) argued that that editorials can become a writing genre in institutional curriculum to

teach students the technique of becoming persuasive writers through effective use of rhetoric.

2. 4. Tourism

As Burns stated from MacCannell (1992), tourism is a main ground for the production of new cultural forms on a global base. Tourism is not just the amount of some commercial activities; it is also an ideological framing of history, nature, and tradition, a framing that has the authority to reshape culture and nature to its own needs. Different with MacCannell, Burkart and Medlik (1989, p. 42) defined three aspects to defining tourism according to the underlying purpose. The first reason is the purpose or motivation of the tourist to visit the tourism destination. The second reason will be concerned with time, making the important differentiation between day trips and voyages which involve overnight stays. The third, a definition should take chronology of some situation.

Moreover, as Burns stated from Mathieson and Wall (1982), definition of tourism is the temporary movement of people to destinations aside from their normal place of work and house, the activities taken during their stay in those destinations and the facilities created to cater for their needs. Tourism is an activity when people cross a boundary for leisure or business and stay at least twenty-four hours. The activity of tourism must be seen as a process rather than an industry (Mill, 1985).

2.4.1. The Impact of Tourism

Not only affect the way people live and work, tourism also affects the way people to think, act and dress. According to Foster (1994, p. 21-27), there are four aspects of tourism impact in an area; the economic impact of tourism, the cultural impact of tourism, the social impact of tourism, and the environmental of tourism. (1) From the aspect of economic, tourism can increase the benefit of a country. According to United Nations, international tourism has tripled since 1967, accounting for 13 percent of all foreign trade. For the local people, tourism provides jobs for such workers as hotel employees, taxi drivers, tour guides, construction workers, entertainers, restaurants employees, and transportation workers. (2) The impact of tourism in aspect of cultural can be seen from the positive effect of it, cross-cultural awareness. People can get opportunity to exchange knowledge, ideals, and traditions. Besides of very satisfying curiosity, tourism promote international goodwill and the exchange of cultural values.

(3) In several developing countries, early exposure to Western ideas and technologies has created a variety of social problems. In some cases, too-rapid tourism development caused to high crime rates and introduced gambling, materialism, and greed. A bad experience with rude or unprincipled travelers has brought about open resentment toward tourist. (4) The relationship between tourism and the environment is quite entwined. In many developed areas, air and water pollution are serious

environmental problems. The cause of most air pollution is the burning of fossil fuels, but burning of garbage and trash also poses potential health hazards. Some hotels use large amounts of electricity, most of which is made by power plants that burn coal or other fossil fuels. Oil tankers and offshore drilling accidents cause oil spills that can pollute the water.

According to The Official Handbook of Indonesia 2013, the development of the Indonesian tourism gained international fame when the country was named one of the winners of Go Asia Award 2012 at the International Tourism Exchange (ITB) held in Berlin in 2012. The number of tourist arrivals in Indonesia increased steadily in recent years. Data from the Central Statistic Agency (BPS) show more than 04 million foreign tourists visited Indonesia in 2012.

2.5. Tourism Vocational High School

Vocational school or SMK is a formal school which is organized under Directorate of Technical and Vocational Education. According to *Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia No. 60 tahun 2014*, vocational school has four core competences; spiritual, social, knowledge and skill core competences. Also, there are four basic competence of vocational school; spiritual, social, knowledge and skill basic competence (section 3). In section 6 point 8 stated that tourism vocational school has substantive subject such as applied Science, and introduction to tourism.

There are five areas of tourism industry; tour and travel, hotel and restaurant, transportation, tourism centre and souvenir, and tourism education. Generally, tourism education system has six main purposes; (1) development of ability and personality for each people, (2) human mobility from one education experience to another, (3) education diversification and learning process, (4) education democratization and learning process, and (5) mobility of human resources that can be used. (Spillane, 1994).

There are 11 subjects of tourism competences for students in tourism vocational high school students, according to *Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor 70 Tahun 2013 Tentang Kerangka Dasar dan Struktur Kurikulum Sekolah Menengah Kejuruan/Madrasah Aliyah Kejuruan*.

MATA PELAJARAN		KELAS DAN SEMESTER					
		X		XI		XII	
		1	2	1	2	1	2
Kelompok A (Wajib)							
1	Pendidikan Agama dan Budi Pekerti	3	3	3	3	3	3
2	Pendidikan Pancasila dan Kewarganegaraan	2	2	2	2	2	2
3	Bahasa Indonesia	4	4	4	4	4	4
4	Matematika	4	4	4	4	4	4
5	Sejarah Indonesia	2	2	2	2	2	2
6	Bahasa Inggris	2	2	2	2	2	2
Kelompok B (Wajib)							
7	Seni Budaya	2	2	2	2	2	2
8	Prakarya dan Kewirausahaan	2	2	2	2	2	2
9	Pendidikan Jasmani, Olahraga dan Kesehatan	3	3	3	3	3	3

Kelompok C (Peminatan)							
CI. Dasar Bidang Keahlian							
10	IPA Terapan	2	2	2	2	-	-
11	Pengantar Pariwisata	2	2	2	2	-	-
C2. Dasar Program Keahlian		20	20	-	-	-	-
C3. Paket Keahlian		-	-	20	20	24	24
TOTAL		48	48	48	48	48	48

Table 2.5.1 Mata Pelajaran SMK/MAK Bidang Keahlian Pariwisata

2.6. Core and Basic Competences in English for Tourism Competences

As stated in *Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 3.7 kelas X “Menganalisis fungsi sosial, struktur teks, dan unsur kebahasaan dari teks deskriptif sederhana tentang orang, tempat wisata, dan bangunan bersejarah terkenal, sesuai dengan konteks penggunaannya,”* and *Kompetensi Dasar 4.10 “Menyusun teks deskriptif lisan dan tulis sederhana, tentang orang, tempat wisata, dan bangunan bersejarah terkenal, dengan memperhatikan fungsi social, struktur teks dan unsure kebahasaan yang benar dan sesuai konteks”*.

According to this, students are expected to analyze the social function, text structure and language features of descriptive text about tourism destination, people and also heritage buildings. This kind of activity can lead students to explore knowledge on describing place and people and make it into an editorial or advertisement, because the core objective of editorial is to explain or interpret, to criticize, to persuade and to praise.

Moreover, in *Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 3.6 Kelas XI “Menganalisis fungsi sosial, struktur teks, dan unsur kebahasaan dari teks prosedur berbentuk manual dan kiat-kiat (tips), sesuai dengan konteks penggunaannya,”* and *Kompetensi Dasar 4.9 “Menangkap makna teks prosedur, lisan dan tulis berbentuk manual dan kiat-kiat (tips).*

Based on this, students are expected to analyze the social function, text structure and language features of procedure text which offers some tips. Students can explain about their procedure text about their vacation, and give some tips about that vacation in the form of recount text. This activity can lead the students to creatively write about their journey and this can make the students to practice to write before they have to write the editorials.

The last, is in *Kompetensi Dasar Pengantar Pariwisata Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 3.2 Kelas X “Mendeskripsikan jenis dan ciri produk serta objek wisata,”* and *Kompetensi Dasar 3.3 Kelas XI “Menjelaskan berbagai daya tarik daerah tujuan pariwisata.”*

According to this, students are expected to describe kinds and features of product and tourism destination and also to describe the attraction of tourism destination. In line with *Kompetensi Dasar 3.7 kelas X*, this lead students to describe the tourism destination as well in order to attract the tourist to the tourism destination. The students are expected to apply rhetorical devices that they already learnt in the descriptive text, and make a persuasive editorial about tourism.

2.7. Theoretical Framework

This study was based on four areas; rhetorical devices, tourism editorials, tourism industry and tourism vocational school. Based on the previous definitions, rhetoric is best defined as the art or discipline that deals with the use of discourse, both spoken and written, to inform or

persuade or move an audience, whether that audience is made up of a single person or a group of persons. Rhetorical device plays a very important role in editorial to convince readers to undertake several types of action. (Farrokhi, 2015)

Editorials can be used in teaching and learning activities as teaching materials to develop students' language skills (Farrokhi, 2015). Halliday and Hasan (1989, p. 448) argued that editorials can become a writing genre in institutional curriculum to teach students the technique of becoming persuasive writers through effective use of rhetoric. Rhetorical devices are needed to analyze in the form of tourism editorial. It is stated in *Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 3.7 kelas X* “*Menganalisis fungsi sosial, struktur teks, dan unsur kebahasaan dari teks deskriptif sederhana tentang orang, tempat wisata, dan bangunan bersejarah terkenal, sesuai dengan konteks penggunaannya,*”

Based on that, students are expected to analyze the social function, text structure and language features of descriptive text about tourism destination, people and also heritage buildings. Also, students can explore knowledge on describing place and people and make it into an editorial or advertisement, because the core objective of editorial is to explain or interpret, to criticize, to persuade and to praise.

Also based on the tourism competence, it is stated in *Kompetensi Dasar Pengantar Pariwisata Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 3.2 Kelas X “Mendeskripsikan jenis dan ciri produk serta objek wisata,”* and *Kompetensi Dasar 3.3 Kelas XI “Menjelaskan berbagai daya tarik daerah tujuan pariwisata.”*

According to this, students are expected to describe kinds and features of product and tourism destination and also to describe the attraction of tourism destination. In line with *Kompetensi Dasar 3.7 kelas X*, this lead students to describe the tourism destination as well in order to attract the tourist to the tourism destination. The students are expected to apply rhetorical devices that they already learnt in the descriptive text, and make a persuasive editorial about tourism.

This study will analyze rhetorical devices in tourism editorial in *The Jakarta Post* newspapers. The data of this study are rhetorical devices in the form of words, phrases, clauses, and sentences that appeared in tourism editorial.

CHAPTER III

METHODOLOGY

This chapter presents the elaboration of research design, source of the data, data collection produce, and data analysis process.

3.1. Research Design

This study used content analysis as the research methodology by analyzing rhetorical devices in tourism editorial in *The Jakarta Post* newspapers. As stated by Weber (1990, p. 9) content analysis is a research method that uses a set of procedures to make valid inferences from text. Content analysis is often used to determine the relative emphasis or frequency of various communication phenomena: propaganda, trends, styles, changes in content, and readability. (Kerlinger, 1973)

3.2. Source of the Data

The sources of the data of this study are tourism editorials in *The Jakarta Post* newspapers. *The Jakarta Post* is the online version of the largest English-language newspaper in Indonesia. This newspaper was published for the first time on April 25, 1983. *The Jakarta Post* features Sunday edition which more in-depth stories, entertainment and fiction rubric is not available in this Sunday edition. Also features the online editions that are free to access in www.thejakartapost.com.

In this study, the tourism editorial are divided into several types, which are explain about hotels, cities, monuments, buildings, private trip, heritages, events, nature and amusement park. The data of this study are rhetorical devices in the form of words, phrases, clauses, and sentences that appeared in tourism editorial.

3.3. Data Collection Procedure

In collecting the data, there are several procedures which used in this study:

1. Finding the tourism editorials in *The Jakarta Post* newspapers.
2. Reading the tourism editorials in *The Jakarta Post* newspapers.
3. Identifying the text by looking through each word, phrase, clause and sentence to locate the rhetorical devices.

3.4. Data Analysis Process

In analyzing the data, there are several procedures which used in this study:

1. Selecting the tourism editorials in *The Jakarta Post* newspapers.

There are 24 tourism editorial selected in range of January to June 2016. Each editorial has different kinds of something which explained, there are about hotels, cities, monuments, buildings, private trip, heritages, events, nature and amusement park.

2. Classifying the type of rhetorical devices based on the criteria.

Based on the previous study about types of rhetorical devices, there are only several types which appeared and analyzed in the tourism editorial, and the analysis will be put in this table.

No.	Tourism Editorial Title	Date	Words/phrases/ clauses/sentences	Types of Rhetorical Devices
1.	Taj Mahal an enduring symbol of love	Monday January 18, 2016	Anyone who steps foot on the grounds of the most photographed monument of love	Epithet
2.	ARTOTEL opens new property in Sanur, Bali	Saturday April 16,2016	Located in the tranquil area of Sanur, a 24-minutes drive from Ngurah Rai International Airport and a two minute walk from the beach	Appositive
3.	Voyaging To oriental venice	Tuesday June 21, 2016	The Gubei Water Town (gubei shuijian) covers 9 kilometers filled by old-style Chinese houses, cultural streets, pagodas, markets, alleys and even open square plazas.	Enumeration
4.	Puri Mas Boutique Resorts & Spa Lombok spells beauty	Friday January 29, 2016	You can opt for more luxurious accommodations – at the royal or Jacuzzi suite – or take it down a notch and stay at the Classic King or Queen rooms.	Metanoia
5.	Malaysia offers value-for-money hotel stays	Tuesday, June 21, 2016	KL is also one of the top three outbound destinations for Singaporean travelers.	Alliteration
6.	Taj Mahal an enduring	Monday	The magnificent white	

No.	Tourism Editorial Title	Date	Words/phrases/ clauses/sentences	Types of Rhetorical Devices
	symbol of love	January 10, 2016	marble structure sits on a square piece of land.	Personification
7.	Central Asia looks to boost its fledging ski industry	Saturday April 16, 2016	Kazakhstan's 95 percent mountainous southern neighbor Kyrgyzstan is emerging as a haven.	Simile
8.	Take a whirlwind family trip to Hong Kong	Saturday April 2, 2016	And provides an unfettered view of the city's spectacular cityscape	Rhyme
9.	Traveling around NZ in a camper van	May April 9, 2016)	The next morning we woke up to the same view, but with a golden glow rising from the east.	Metaphor
10.	Surviving Angkor	Saturday April 2, 2016)	Siem Reap is ranked at the very top of the world's best city to travel	Metonymy
11.	Taj Mahal an enduring symbol of love	Monday January 18, 2016	Taj Mahal is a burial site but people who visited the grounds return home feeling blessed that they have experienced something that words cannot explain.	Pun
12.	Surviving Angkor	Saturday April 2, 2016	A first timer will find it very difficult to choose one temple over another because every one of them is unique in its own way.	Assonance
13.	Traveling around NZ in a camper van	Saturday April 9, 2016	The camper van was not particularly wider than a big car, but it was much longer.	Litotes
14.	The power of imagination at Tokyo Disney Resort	Wednesday June 1, 2016	Stepping into Tokyo Disney Resort is akin to leaving the real world behind and entering a fantasy land.	Hyperbole

No.	Tourism Editorial Title	Date	Words/phrases/ clauses/sentences	Types of Rhetorical Devices
15.	ASEAN's rich cultural heritage	Saturday January 30, 2016	Surely, there's no better way to appreciate a charming culture than with some of its delicious cuisine?	Rhetorical Question
16.	ASEAN's rich cultural heritage	Saturday January 30, 2016	But with a marked decrease in tensions, of late, this beautiful 11 th century temple once again offers visitors the chance to enjoy a stunning, well preserved piece of history, and one which boasts commanding views.	Parallelism
17.	Ramen at Harris Malang	Thursday May 12, 2016	Chicken lovers can enjoy the Chicken Mushroom Ramen. Seafood enthusiasts should try Tomyam Seafood Ramen. Those who prefer beef can try out the Black Pepper Beef Ramen.	Anaphora
18.	When nature sounds as beautiful as it looks	Saturday February 20, 2016	It wasn't too far from the entrance when we stumbled upon our first short but strong waterfall.	Irony
19.	Central Asia looks to boost its fledging ski industry	Saturday April 16, 2016	"As more and more people hear about Kyrgyzstan's empty world-class mountains it is becoming a place on people's radars for the next big back-country skiing or snowboarding adventure."	Amplification
20.	When nature sounds as beautiful as it looks	Saturday February 20, 2016	There is no whoosh on chime.	Onomatopoeia

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter presents the findings and discussions of the study result on the use of rhetorical devices in tourism editorials in *The Jakarta Post* newspapers.

4.1 Data Descriptions

In this study, the data analyzed are the rhetorical devices in the form of words, phrases, clauses, and sentences that appeared in tourism editorial of *The Jakarta Post* newspapers. There are 586 sentences from 24 tourism editorial in range of January to June 2016. It is started from January 15th, January 18th, January 29th, January 30th, February 1st, February 10th, February 20th, April 2nd, April 9th, April 16th, May 11th, May 12th, May 27th, June 1st and June 21st, 2016.

4.2 Findings

From the analysis, there are 446 rhetorical devices which consist of 20 types of rhetorical devices including epithet, appositive, enumeration, metanoia, alliteration, personification, simile, rhyme, metaphor, metonymy, pun, assonance, litotes, hyperbole, rhetorical question, parallelism, anaphora, irony, amplification and onomatopoeia.

The number of rhetorical devices found in tourism editorials can be seen in table below:

No.	Types of Rhetorical Devices	Total
1.	Epithet	153
2.	Appositive	64
3.	Enumeration	48
4.	Metanoia	31
5.	Alliteration	22
6.	Personification	20
7.	Simile	18
8.	Rhyme	16
9.	Metaphor	11
10.	Metonymy	10
11.	Pun	10
12.	Assonance	10
13.	Litotes	7
14.	Hyperbole	5
15.	Rhetorical Question	5
16.	Parallelism	5
17.	Anaphora	4
18.	Irony	4
19.	Amplification	2
20.	Onomatopoeia	1
TOTAL		446

Table 4.2.1 The Total of Rhetorical Devices in 24 Tourism Editorials

The presentation of the data shows the list of words, phrases, clauses and sentences that contain rhetorical devices in the form of table, named Table 1 (See Appendices 1). The table consists of the date of the editorial, the title of the tourism editorial, the words, phrases, clauses and sentences which consists of rhetorical devices, and the types of rhetorical devices. Based on the table, it can be concluded that epithet is the mostly appeared rhetorical devices in 24 tourism editorial, next is appositive, enumeration, metanoia, alliteration, personification, simile, rhyme, metaphor, metonymy, pun, assonance, litotes, hyperbole, rhetorical question, parallelism, anaphora, irony, amplification and the last is onomatopoeia.

4.3 Discussion

As the findings stated in the previous section, from 24 tourism editorials in *The Jakarta Post* newspapers, there are 446 types of rhetorical devices are used from 586 sentences. As the result of the data was analyzed, epithet is the most common rhetorical devices which appeared in 24 tourism editorials, the total is 153 from 446 rhetorical devices, and onomatopoeia is the fewest rhetorical devices, the total is only 1 among the 446 rhetorical devices.

Sakran (2005, p. 3) argued that an epithet is simply defined as an adjective or a descriptive phrase used to indicate the character of somebody or something. As a literary term, it is a word or phrase preceding or following a name which serves to describe the character of that name; it is a lexical item that makes the reader see the object described in a clearer or sharper light simply because an epithet refers to an outstanding quality. He tended to join adjectives and nouns together as an epithet.

Based on *Kompetensi Dasar Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK)* in *Kompetensi Dasar 3.7 kelas X “Menganalisis fungsi sosial, struktur teks, dan unsur kebahasaan dari teks deskriptif sederhana tentang orang, tempat wisata, dan bangunan bersejarah terkenal, sesuai dengan konteks penggunaannya,”*

According to this, students are expected to analyze the social function, text structure and language feature of descriptive text. The language feature of a descriptive text is using simple present tense, and also noun and adjective. It is in line with epithet, because epithet is adjective and noun. That can be the reason why epithet is the most commonly rhetorical devices used in tourism editorial. Hence, by using epithet in tourism editorial or advertisement, it explained the superiority of the tourism destination. Students are expected to know more about adjectives in order to enrich their knowledge and also to achieve the persuasive tourism advertisements.

The second most commonly rhetorical devices used in tourism editorial is appositive. Appositive used when a noun or phrase next to another noun for descriptive purposes (Alfaki, 2015). Based on the language feature of descriptive text, appositive can be used in order to help students in writing tourism editorial. Appositive makes students can explain more information about not only places but also people by using noun and noun phrases. It can be useful when students have to explain the beauty of a tourism destination, or explain more about people, so it can be easier for the reader to catch the meaning about the tourism editorials.

The third most commonly rhetorical devices used in tourism editorial is enumeration. Enumeration makes point a point with detail information (Alfaki, 2015). In line with appositive, enumeration also useful to add more detail information, not only place and people, but also about some facilities which provided in the tourism destination or people and facilities which included in the tourism activities. Enumeration easily creates an impression on the minds of the readers. Enumeration help students to make detail information which can help the tourist later, and it can attract the tourist to convey the real message they want to explain. However, if there is no use of enumeration in a text, it might become difficult for the reader to get the true meanings of ideas.

In contrast, there are two types of rhetorical devices which have fewest amount; amplification and onomatopoeia. From 446 rhetorical devices, there are only 2 of amplification. Amplification is a type of

rhetorical devices which is repeating some words to emphasize the important parts of the tourism editorial. There are only two amplifications that appeared in 24 tourism editorial. It because there are many type of repetition, such as anaphora, alliteration and assonance, so the possibility of amplification to appear in tourism editorial is limited. By using amplification, the tourism destination or anything about tourism can be more interesting and easily remembered because of the repetition itself. Students should practice and use amplification when they want to write tourism advertisements or editorial in order to help them to attract tourist or customers and enhancing the development of tourism.

The fewest rhetorical devices which appear in 24 tourism editorial is an onomatopoeia. Onomatopoeia is the words that imitate the sound which is described (Alfaki, 2015). In the tourism editorial, onomatopoeia describes what was happened, not describing how the thing happens. This is related to the kinds of text, which is tourism editorial that use descriptive text, not the recount text, which explain the things were happened. In teaching and learning activities, teacher can explain the onomatopoeia to the students by repeating some sounds of nature, or thing. That can be make an imagination to the students, when teacher make a sound, and then students should recognize what sound it is. Later the students can easily understand what the teacher means about onomatopoeia based on the explanation and some example of the sounds itself.

To conclude, each type of rhetorical devices is very useful and plays its own role in tourism editorials. By rhetorical devices, students can explore their writing in order to achieve the *Kompetensi Inti* and *Kompetensi Dasar* in describing the tourism destination places. Epithet is the most appeared rhetorical devices in tourism editorial and the simplest rhetorical devices because the form of epithet is adjective and adjective phrase. Hence, the fewest rhetorical devices which found in the tourism editorial are onomatopoeia. Onomatopoeia is the words that imitate the sound which is described. From 446 rhetorical devices, there is only an onomatopoeia which appeared.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter contains the conclusion made based on the object of the study that has been described in details in the previous chapters as well as the research's recommendation towards the study-related and recommendation for the future research.

5.1 Conclusions

The study aims to find out the types of rhetorical devices which used in tourism editorials in *The Jakarta Post* newspapers. It also aims to explain how the rhetorical devices can be applied for the tourism vocational high school when they have to make writing about tourism, in order to gain attention and persuade tourist to the tourism destination. The study uses content analysis by Weber (1990, p. 9) to make valid inference from text. The texts are from 24 tourism editorial in *The Jakarta Post* newspapers. After analyzing the tourism editorials, the findings are analyzed again in order to make clearer explanation of each type of rhetorical devices.

There are 20 types of rhetorical devices from 586 sentences in total 446 in the form of words, phrases, clauses and sentences which found in 24 tourism editorials in *The Jakarta Post* newspapers. They are 153 epithets, 65 appositives, 48 enumerations, 31 metanoids, 22 alliterations, 20 personifications, 18 similes, 16 rhymes, 11 metaphors, 10 metonymies, 10 puns, 10 assonances, 7 litotes, 5

hyperboles, 5 rhetorical questions, 5 parallelisms, 4 anaphors, 4 ironies, 2 amplifications and onomatopoeia.

Epithet is the most dominant rhetorical devices which appear in 24 tourism editorials, the total is 153. Epithet is mostly used because epithet usually uses adjective or adjective phrases to describe something. Teacher can easily explain epithet to students, and students can understand easily about it, because the basic of epithet is adjective or adjective phrase. Students are expected to know more about epithet in order to enrich their vocabulary and also to achieve the persuasive tourism advertisements.

Onomatopoeia is the fewest rhetorical devices which appear in 24 tourism editorials, the total is only 1, among the 446 rhetorical devices was found. Onomatopoeia is the words that imitate the sound which is described. Teacher can explain onomatopoeia by making sound of thing, and then students should recognize what sound it is. Onomatopoeia can build imagination of the readers, so it can attract the reader and achieve the persuasive tourism advertisements.

Based on the description in each finding in Chapter IV, it is concluded that rhetorical devices plays important role in persuade or influence people. Its function is to express ideas and communicate effectively. Each type of rhetorical devices is very useful and plays its own role in tourism editorials. The rhetorical devices can creates imagination of the readers and it will bring a desire to make them visit the tourism destination and increase the amount of tourist.

5.2 Recommendations

Referring to the results of the study, there are two recommendations for future research related to the study. Further study in this field is recommended to be conducted, especially in the field of rhetorical devices. The first recommendation is for the teacher. It is necessary for teachers to enhance the creativity of students through other authentic material beside newspapers, which are radio and television to support teaching and learning activities in the classroom. It can increase students' knowledge and vocabulary, also stimulate them in learning activities.

The second recommendation is for students. Rhetorical devices can be applied by students in two fields. The first is in the tourism field and the second is in advertising field. For tourism field, rhetorical devices can help students in order to make a persuasive advertisement in order to attract and gain more tourists when they work in several tourism aspects. There are five aspects of tourism; tour and travel, hotel and restaurant, transportation, tourism centre and souvenir, and tourism education. And for advertising field, students can be a writer, specifically in tourism editorial writer. Rhetorical devices can be a persuasive tool and also to express their ideas and communicate effectively.

REFERENCES

- Afzal, N. (2013). On Opinion and Persuasive Writing: Teaching English Through Editorial. *Advance in Language and Literature Study*, 57-59.
- Alfaki, I. (2015). An Exploration of the Rhetorical Devices in Leila Aboulela's Novel "The Translator". *American International Journal of Contemporary Research*, 30.
- Bell, A. (1991). *The Language of News Media*.
- Berelson, B. (1952). *Content Analysis in Communication Research*. Free Press Publisher.
- Bovee, W. F. (1982). *Contemporary Advertising*. United States of America.
- Campbell, R. (2005). *Media and Culture, an Introduction to Mass Communication*.
- Chetia, B. (2015). Rhetorical Devices in English Advertisement Texts in India: A Descriptive Study. *International Journal of Social Science and Humanity*, 981.
- Chetia, B. (2015). Rhetorical Devices in English Advertisement Texts in India: A Descriptive Study. *International Journal of Social Science and Humanity*, 980-984.
- Creswell, J. W. (2009). *Research Design Qualitative, Quantitative, and Mixed Method Approaches*. United States of America: SAGE Publication, Inc.
- Eid, M. (2012). The Canadian Culture, Rhetoric, and Magazine Advertising: Analysis of Persuasive Devices in Maclean's. *Mass Communication and Journalism*, 1-9.
- Farrokhi, F. (2015). The Rhetoric of Newspaper Editorials. *International Journal on Studies in English Language and Literature (IJSELL)* , 158.
- Farrokhi, F. (2016). A Cross-Cultural Analysis of Rhetorical Tropes in Newspaper Editorials. *International Journal of Language Learning and Applied Linguistics World*, 42-44.
- Peraturan Menteri Pendidikan dan Kebudayaan. (2014). *Kurikulum 2013 Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK) Nomor 60 Tahun 2014*.

- Peraturan Menteri Pendidikan dan Kebudayaan. (2013). *Kerangka Dasar dan Struktur Kurikulum Sekolah Menengah Kejuruan (SMK) / Madrasah Aliyah Kejuruan (MAK) Nomor 70 Tahun 2013*.
- Iordache, M. C. (2009). Information Documents - Primordial Instruments in Tourist Communication. 153-160.
- J. Thomas Russel, W. R. (1993). *Kleppner's Advertising Procedure*. New Jersey.
- Kennedy, G. A. (1998). *Comparative Rhetoric: An Historical and Cross-Cultural Introduction*. Oxford: University Press.
- Leigh, J. H. (1994). The Use of Figures of Speech in Print Ad Headlines. *Journal of Advertising*, 17-34 .
- McQuarrie, D. G. (1993). Reflections of Rhetoric and the Incidence of the Figure of Speech in Contemporary Magazines Advertisement. *Advances in Consumer Research*, 311.
- Mill, R. M. (1985). *The Tourism System: an introductory text*. New Jersey: Prentice Hall.
- Richard Campbell, Christopher R. Martin, Bettina Fabos. (2005). *Media and Culture; An Introduction to Mass Communication*.
- Rong, Z. (2012). Rhetorical Analyses of English Proverbs. 1006.
- Russel, R. L. (1993). *Kleppner's Advertising Procedure*. New Jersey: A Simon & Schuster Company.
- Spillane, J. (1994). Pariwisata Indonesia, Siasat Ekonomi dan Rekayasa Kebudayaan. In J. Spillane, *Pariwisata Indonesia, Siasat Ekonomi dan Rekayasa Kebudayaan* (pp. 105-112). Yogyakarta: Penerbit Kanisius.
- Xiang, X. (2008). The Rhetoric and Translation of English Advertisement. *International Journal of Business and Management*, 85.
- Xu, X. (2008). The Rhetoric and Translation of English Advertisement. *International Journal of Business and Management*, 83-86.